

Charlotte

Adjacent to the medium-level art and design concentrations of the counties clustered in the Hickory metro area there are strong concentrations in the Charlotte metro counties (except Gaston). These concentrations in the creative enterprise cluster are driven nearly equally by the arts and design sub-clusters. Employment in the media-centric sub-cluster is low compared to other two, but compared to other regions, the Charlotte region shows high relative concentrations in the entertainment and new media industries.

In the arts sub-cluster, Mecklenburg leads the region, as would be expected given its vastly more concentrated metropolitan population and industry base. Commercial lithographic printing is the primary industry in Mecklenburg's arts sub-cluster, followed closely by photographic processing and laboratories. The next largest concentration of arts is Cleveland County, most of whose creative workers work for one of two pressed and blown glass manufacturers. Iredell also shows, for its size, relatively high arts employment, more than half of which is due to two companies in art goods manufacturing.

In the design sub-cluster, Mecklenburg's high concentration in creative design industries is concentrated primarily in architectural services (both building and landscape) and advertising agencies.